

Message Text

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43

ACTION EB-11

INFO OCT-01 AF-10 ISO-00 COME-00 SPC-03 SS-20 PER-05 A-01

ABF-01 IO-14 DRC-01 CIAE-00 INR-10 NSAE-00 RSC-01

/078 W

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R 281445Z DEC 73

FM AMEMBASSY BUJUMBURA

TO SECSTATE WASHDC 4121

INFO AMEMBASSY DAR ES SALAAM

AMEMBASSY KIGALI

AMEMBASSY KINSHASA

AMEMBASSY NAIROBI

AMEMBASSY BLANTYRE UNN*AMCONSUL BUKAVU UNN

AMEMBASSY LUSAKA UNN

UNCLAS BUJUMBURA 1105

E.O. 11652: N/A

TAGS: ETRD, BY

SUBJECT: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION

REF A. STATE 239800; B. KIGALI 755 (NOTAL)C. DAR ES SALAAM 4286 NOTAL

1. IN RESPONSE TO REFTEL (A) MISSION SUBMITS FOLLOWING THOUGHTS FROM POINT OF VIEW BURUNDI'S MINI MARKET (WHICH SHARES PROBLEMS IDENTIFIED IN REF (B)):

2. READY LISTS OF US SUPPLIERS OF COUNTRY'S PRINCIPAL IMPORTS. SMALL AND UNSOPHISTICATED MARKETS OF COUNTRIES LIKE BURUNDI TEND BE POTENTIAL BUYERS OF ONLY NARROW RANGE US PRODUCTS, AND THIS REFLECTED HERE IN REPEATED REQUESTS FOR NAMES OF US SUPPLIERS OF SAME FEW ITEMS. IN ORDER ENCOURAGE DIRECT BUYER-SUPPLIER CORRESPONDENCE AND SPEED US COMMERCIAL RESPONSE, USDOC MIGHT WISH CONSIDER REQUESTING POSTS IN DEVELOPING MARKETS TO SUBMIT DETAILED LIST OF COUNTRY'S MAJOR IMPORTS. USDOC COULD

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THEN PROVIDE POST WITH LISTS OF US EXPORTERS OF PRODUCTS

CONCERNED, ANY PROMOTIONAL MATERIAL AVAILABLE, AND

*NFORMATION REGARDING COMPETITIVENESS AND AVAILABILITY US PRODUCTS IN CATEGORIES CONCERNED. THESE MATERIALS WOULD BE USED TO RESPOND IMMEDIATELY TO INQUIRIES AND ENCOURAGE DIRECT CORRESPONDENCE FROM PROSPECTIVE BUYER TO SUPPLIER READY TO MAKE IMMEDIATE OFFER.

3. SINCE NUMBER OF LEAST DEVELOPED ECONOMIES NO DOUBT SHOW SIMILAR NEEDS, SHOULD BE CONSIDERABLE OVERLAP BETWEEN LISTS, MAKING EASIER COMMERCE'S TASK OF PROVIDING MATERIALS SUGGESTED.

4. SUCCESS IN TOTAL TRADE PROMOTION PROGRAM WILL OF COURSE CONTINUE DEPEND ON SPEEDY, PRECISE, THOROUGH RESPONSE TO INQUIRIES BY US SUPPLIERS.

5. TO ASSIBSIKX EVALUATING SUGGESTION PARA 2, EMBASSY IS POUCHING LIST OF BURUNDI'S MOST SIGNIFICANT IMPORTS AS ENVISAGED THEREIN.

6. WOULD NOTE ONE CAVEAT THAT MAY CONSTITUTE SIGNIFICANT ELEMENT IN CERTAIN AFRICAN MARKETS: COMPULSORY IMPORTATION AND MARKETING OF CHINESE GOODS TO PAY LOCAL COSTS OF PRC LOAN PROJECTS COULD CONSTITUTE OBSTACLE TO FREE IMPORTATION CERTAIN CONSUMER GOODS INTO BURUNDI. WHICH GOODS SHOULD BECOME CLEARER OVER COMING WEEKS.

YOST

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